

Dear Distributor,

We are very excited to share some great news on our product marketing assets; as of November we are updating all our product labels, product training and marketing materials.

What is happening? We are updating all our inner nutrition products labels, marketing and training materials. This will give you the best product stories, health facts and marketing pitches to help you sell our fantastic Herbalife products.

All product labels will have a great new fresh design, to bring them up-to-date with our branding, and labels will all be up to date with the latest product claims.

The key goal of this project is to ensure that our products remain relevant, competitive and compliant in our all markets, and give you the latest information backed by EU legislation.

The European Union has set out new regulations to prevent the use of misleading nutritional and health claims. Our goals and priorities are the same – to ensure the safety, efficacy and legality of our products at all times. We also aim to ensure that all product claims on packaging, in training and marketing materials are fully substantiated by science.

Therefore to guard against competitor threats and protect our business, we are implementing the new updates to the nutrition and health claim regulations, and new RDAs.

These changes will help reinforce our key product messages at Herbalife:

- Our products are good for you - Herbalife products are backed by the best scientific research, giving you full confidence in the marketing messages you deliver to your customers.
- What's on the label is in the product - consumers can trust the ingredients listed on the label are always in the product.
- We know where our ingredients come from - Our ingredients are sourced from approved suppliers that meet our strict specifications, and the purity of all ingredients are verified in our state of the art laboratories.

In order to give our customers and regulatory bodies full confidence in our products and key marketing messages, we must ensure that all relevant materials produced by corporate and our distributors comply with this regulation. Therefore we need your support in updating all your materials whether this be websites, training or product marketing literature, any communication about our products should be the latest and compliant.

Your co-operation in complying with these regulations is crucial in helping us maintain our reputation as a company that provides high-quality, safe and effective products. In this pack is everything you should need to get you started! An exclusive copy of the product brochure, this has all the new marketing stories and facts in it! And many new product claims; a great simple guide to helping you update your materials; and finally an updated product factsheet for all our products with the latest claims.

Regards,



Edi Hienrich

*Sr. Vice-President & Managing Director
Europe, Middle-East & Africa*

Your guide to updating your materials

Here is a simple guide to some of the important changes you need to make when talking about product.

Many more new and improved product claims and health facts are included the latest product brochure, product factsheets and online on your local Herbalife.com website.

New & modified claims

Protein claims:

"Helps build lean muscle mass"

Health Fact: "By increasing your percentage of lean muscle mass your metabolism is also increased meaning you'll burn more calories even while you are sleeping!"

Caffeine: (for products high in caffeine (>75mg))

"Helps increase alertness and improve concentration"

Aloe drink:

"The Aloe Vera leaf is carefully picked and hand filleted to ensure the highest level of purity."

"The Aloe gel is extracted using cold processing which is the best way to achieve the highest quality of gel."

Vitamin and minerals:

"Vitamin A, folate, B6, B12 and zinc to help you maintain the normal function of the immune system."

"Calcium and phosphorus for the maintenance of normal bone health and teeth."

"With x vitamin/mineral to help you reach your RDA."

"Vitamin C contributes to the reduction of tiredness and fatigue."

Green tea extraction:

Health Fact: "Our green tea is water extracted to give you the full spectrum of beneficial compounds found in green tea."

Clinical studies (for Formula 1 shakes):

"Underpinned by science: Clinical studies show that daily use of meal replacement shakes as part of a calorie restricted diet is proven effective for managing weight, along with moderate exercise."

Claims that need to be replaced

| | Don't | New and legal claim |
|--|---|--|
| Protein & Satiety | Don't link satiety to protein. For example, don't use "fuller for longer" or "sustains energy levels". | Helps build lean muscle mass By increasing your percentage of lean muscle mass your metabolism is also increased meaning you'll burn more calories even while you are sleeping! |
| Soy and Cholesterol | Don't link cholesterol with soy protein. | Proteins from foods like soy and dairy are termed 'complete' proteins because they contain a balance of all the essential amino acids (or building blocks) for the growth and maintenance of muscle. |
| Digestive claims <i>on fibre products like Fibrebond, Florafibre, Fibre & Herb</i> | No claims on digestive health or promoting bowel regularity or colonic function. No claims on assisting in the removal of waste from the body. | Fibre supplement to help you reach the recommended daily fibre intake of 25g per day. |
| Niteworks | Don't link Niteworks to nitric oxide production. | Louis Ignarro has dedicated his career to researching Nitric Oxide. He was awarded a prestigious Nobel† Laureate for his research into the positive contribution of L-Arginine and L-Citruline on Nitric Oxide production in the body. |
| Antioxidants | Don't refer to 'antioxidants', rather talk about helping reduce oxidative stress. | Vitamin C and E to help protect cells from oxidative stress. |

Product success stories

Any reference to products in a Success Story must comply with the new product claims.

| Do | Don't |
|--|--|
| Include a reasonable weight loss claim associated with a change in lifestyle. | Attach any specific weight loss claim just to the Herbalife Formula 1. |
| Include your Herbalife products, together with some indication of a balanced and varied diet and an increase in physical activity (for example: a 30 minute walk, some gardening, playing with the children, etc.) | You may show before and after pictures, associated with weight loss pictures, but don't use the actual words "before" and "after". |
| Refer to a "reasonable weight loss," defined as loss of no more than 1 kg per week | Use pictures that depict excessive weight loss. |
| Use before and after pictures if you want to illustrate your results. Be sure that the weight loss pictorially represented is reasonable; | Use excessive weight loss claims over a short period of time. |
| Talk about overall lifestyle changes in your testimonial, not just about weight loss. | Give any 'guarantees'. Everyone is different; results are individual and may vary. |

Remember, Herbalife products are intended to support a healthy active lifestyle.